



Station Order

Kaine for Senate 2012

Market: Norfolk-Virginia Beach

Flight Dates: Monday, October 01, 2012 to Sunday, October 07, 2012

Estimate ID

11519

Contact: Eileen Baggett

Email: eileen.baggett@wavy.com

Phone: 757-393-1010

Fax: 757-396-6151

Direct:

WAVY-TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 01	Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
WAVY 5a News	EM	M-F	30	\$125.00	1	1	1	1	1			5
5:00 AM 6:00 AM				\$625.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
WAVY 6a News	EM	M-F	30	\$350.00	1	1	1	1	1			5
6:00 AM 7:00 AM				\$1,750.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Today Show	EM	M-F	30	\$350.00	1	1	1	1	1			5
7:00 AM 9:00 AM				\$1,750.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Saturday Today	EM	Sa	30	\$250.00						1		1
8:00 AM 10:00 AM				\$250.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Sunday Today	EM	Su	30	\$225.00							1	1
8:00 AM 9:00 AM				\$225.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Today II	DT	M-F	30	\$125.00	1			1				2
9:00 AM 10:00 AM				\$250.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
WAVY Noon News	DT	M-F	30	\$75.00			1		1			2
12:00 PM 1:00 PM				\$150.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Days of Our Lives	DT	M-F	30	\$125.00		1		1				2
1:00 PM 2:00 PM				\$250.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Anderson Cooper	EF	M-F	30	\$125.00	1		1		1			3
4:00 PM 5:00 PM				\$375.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
WAVY 5p News	EN	M-F	30	\$350.00	1	1	1	1	1			5
5:00 PM 5:30 PM				\$1,750.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
WAVY 5:30p News	EN	M-F	30	\$350.00	1	1	1	1	1			5
5:30 PM 6:00 PM				\$1,750.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
WAVY 6p News	EN	M-F	30	\$450.00	1	1	1	1	1			5
6:00 PM 7:00 PM				\$2,250.00								
95% Chance of PE at LUR per WAVY. Move to L3.												

Chris Vail

Media Strategies and Research

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Date/Time Sent: 8/1/2012 1:27:33 PM

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		Length			Oct 01	Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
Saturday 6p News	EN	Sa	30	\$150.00						1		1
6:00 PM 6:30 PM				\$150.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Sunday 6p News	EN	Su	30	\$150.00							1	1
6:00 PM 7:00 PM				\$150.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Ent Tonight	PA	M-F	30	\$300.00	1		1		1			3
7:00 PM 7:30 PM				\$900.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Access Hollywood	PA	M-F	30	\$300.00		1		1				2
7:30 PM 8:00 PM				\$600.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Parenthood	PT	Tu	30	\$700.00		1						1
10:00 PM 11:00 PM				\$700.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Law & Order SVU	PT	W	30	\$1,000.00			1					1
9:00 PM 10:00 PM				\$1,000.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
WAVY 11p News	LN	M-F	30	\$500.00	2	2	2	2	2			10
11:00 PM 11:35 PM				\$5,000.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Saturday 11p News	LN	Sa	30	\$500.00						2		2
11:00 PM 11:30 PM				\$1,000.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Sunday 11p News	LN	Su	30	\$500.00							1	1
11:35 PM 12:05 AM				\$500.00								
95% Chance of PE at LUR per WAVY. Move to L3.												
Tonight Show	LF	M-F	30	\$125.00	1	1		1	1			4
11:35 PM 12:35 AM				\$500.00								
95% Chance of PE at LUR per WAVY. Move to L4.												
Station Gross Totals				\$21,875.00	12	12	12	12	12	4	3	67

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